

Jessica Phillips

Personal web profile page:

<https://www.behance.net/jessphillips2/info>

https://instagram.com/earths_roots?igshid=YmMyMTA2M2Y=

When faced with this task to make a website or web profile page, I initially was worried. I struggle with technology so found the task daunting. Before beginning this piece of work I had already acquired an Instagram. Instagram is a very popular and easy to use platform which most artists display their work online. The picture based social media is perfect for people in the visual arts business and its layout is friendly to users and viewers alike. Although the layout and display of the app is unchangeable and non-editable, so some creative users find this a challenge to work around. However, for me, I find the already built and structured platform to be a blessing, as someone who would struggle creating a website from scratch. I enjoy the square nature of the display and have even started incorporating squares into my work due to this factor. It's an easy system to follow, with likes and follows displaying a fondness and appreciation for your work and comments to chat with the creator. It's easy to reach out to the owner of the account through direct message also. I enjoy Instagram and find it's a great starting point to display my art and put my name out into the art world.

When looking into another web page building service I viewed platforms such as Carbonmade, Deviant Art, Tumblr and Wordpress before settling on Behance. Behance is a hosted portfolio site that allows your work to be easily accessible, shared and displayed on the web. It also has more features than Instagram, with added functionalities such as resumes, work experience, mood boards, and collected portfolios. It has links to other websites and contact information on the artist too. I liked this way of work and found the layout to be great for my work. When considering what to display I wanted to showcase my portraits and portraiture more prominently. I believe these are my stronger pieces of work and so wanted to expose and feature these.

When considering other artists who have influenced my online presence I would say @finarive, @michaelwechstudio and @augustlamm on Instagram have been great in supporting my visions and encouraging me to post on this social media. And on Behance artists such as @james chia Han lee and @loana surdu, both these creators have wonderful online presences that inspire me to use this platform and display the work I did.